

FIBER + WIRELESS PRIVATE CIRCUIT KEEPS RURAL MUSHROOM FARM GROWING

The Problem

Far West Fungi is a small, family-run mushroom farm near Monterey, California, with over 60,000 square feet of growing space. The owners wished to implement smart farming technology to improve their operations, but lack of strong, reliable broadband made that impossible.

In their rural area the only service available was AT&T DSL through the phone line. Speeds were less than 3 Mbps download on a good day, and upload was even slower. Not being able to work faster and smarter was holding the company back.

Far West spoke with AT&T about bringing fiber to the farm. This would have cost tens of thousands of dollars, plus a \$600 monthly fee. With no other customers to share the cost, this was out of the question.

The Solution

Everything changed for Far West Fungi in 2021, when a new Etheric tower was built in the hills above Watsonville. Far West employees were thrilled; they had been using Etheric at another location and knew that their internet-caused productivity problems would now be solved.

With clear line of site, the installation was fast and easy, and their new private 25 Mbps circuit provided Far West with the high speed and low latency they needed to keep their business growing.

The Result

Far West employees are happier now that they can expect a more consistent day, and production managers are excited to move into new smart growing technologies. Far West now plans to disconnect from AT&T completely and run all their phones over VoIP, because they know Etheric can handle it.



“Etheric came through for us! After suffering with slow DSL for years, we now have fast, reliable broadband that makes every day easier. No more lag time or repeated actions mean happier employees and more confident management.

We are looking forward to adding more smart agriculture tools like sensors and monitors. Etheric stands behind what they build, and will work with you every step of the way to make sure you get exactly what you need. All of our offices now work together seamlessly, and we couldn't be happier with the service.”

Kyle Garrone
Production Manager
Far West Fungi

Etheric Networks believes that connectivity solutions like fixed wireless backed by fiber are the future of broadband networks for underserved areas. Inexpensive, flexible and friendly to the earth, they will be the fixture of many effective plans to bridge the digital divide in areas where fiber isn't available or doesn't make sense economically or ecologically.

